

# The Practice of Transplant Administration Workshop

Co-Chairs: Edward Y. Zavala, MBA and C. Wright Pinson, MD, MBA

SEPTEMBER 27 - 28, 2010 ♦ HOTEL DEL CORONADO, SAN DIEGO, CA

## Why Attend...

- ◆ Our Workshop is exclusive and highly interactive
- ◆ Our Workshop content is always timely, real-world and offers down-to-earth hard hitting tips and strategies
- ◆ We create a learning environment where meaningful communication can occur
- ◆ You take away something of value for the time and money you have invested

## Credit...

- ◆ This program is pending approval for physician and nursing credit.

## Who Should Attend...

Anyone involved in any aspect of Transplant Business Management of a single or multi-organ Transplant Center who wishes to acquire the latest tips, ideas and strategies to thrive in the current competitive and cost-cutting healthcare environment:

- ◆ Hospital Administrators
- ◆ Transplant Administrators, Supervisors and Managers
- ◆ Transplant Coordinators
- ◆ Transplant Physicians and Surgeons
- ◆ Transplant Pharmacists
- ◆ Transplant Data Managers and Coordinators
- ◆ Hospital Reimbursement Managers
- ◆ Hospital Managed-Care Contracting Professionals
- ◆ Financial Counselors/Coordinators

## Special Features. . .

- ◆ **Comprehensive Workbook "The Practice of Transplant Administration":** 300+ pages of workshop outlines, sample pieces, statistics, regulations and more will be provided to participants.
- ◆ **Continental breakfast, lunch and refreshment breaks** are provided each day of the workshop.
- ◆ **Social Event & Napa Valley Wine Tasting:** Monday evening, September 27 - hors d'oeuvres and refreshments will be served.

Visit [www.transplantmanagement.com](http://www.transplantmanagement.com) for more information



**PRIORITY**

The Practice of Transplant Administration Workshop  
September 27 - 28, 2010 ♦ Hotel del Coronado ♦ San Diego, California

TRANSPLANT MANAGEMENT GROUP, LLC  
SPECIALISTS IN TRANSPLANT BUSINESS MANAGEMENT  
11835 Carmel Mountain Road #1304-248  
San Diego, CA 92128

# WORKSHOP AGENDA

Monday, September 27, 2010 ◆ 8:30 a.m. - 4:15 p.m.

## **Organ Acquisition Cost Centers: Managing for Results**

*John C. Rogers*

*Director of Reimbursement, University of California, San Diego Medical Center*

## **Advanced Topics in Organ Acquisition Cost Reporting**

*Robert Howey, CPA*

*Reimbursement Manager, Mayo Clinic*

## **Transplant Center of Excellence: The Managed Care Organization's Expectations and Perspectives**

*Stephen Crawford, MD, CPHRM, FCCP*

*Medical Senior Director, CIGNA LifeSOURCE Transplant Network ®*

## **The Transplant Center Model: Form, Function, Strengths and Weaknesses**

*David Axelrod, MD, MBA, F.A.C.S.*

*Assistant Professor of Surgery, Section Chief, Solid Organ Transplant Surgery, Dartmouth Medical School*

## **The Transplant Physician Director: Leading for Results**

*C. Wright Pinson, MD, MBA*

*Deputy Vice Chancellor for Health Affairs and Director, Vanderbilt Transplant Center*

Tuesday, September 28, 2010 ◆ 8:30 a.m. - 4:15 p.m.

## **Transplant Regulatory Issues: Problem Areas, Recent Developments & Are You Ready for CMS Round 2**

*Mary Cunanan, MA*

*Senior Consultant, Transplant Management Group, LLC*

## **Managed Care Contracting: Strategies and Tools for Contracting Effectiveness**

*Barry Marshall, MBA, FACHE*

*Director, Transplant Services, Tulane Medical Center*

## **Transplant Strategic Thinking and Planning: Key Elements of Success**

*Edward Zavala, MBA*

*Administrator, Vanderbilt Transplant Center, Vanderbilt University Medical Center*

## **Systemizing and Managing an Indigent Medication Program: Models of Success**

*Kristin Fox-Smith, BS, MPA*

*Pharmacy Administration, University of Utah*

## **Transplant Financial Outcomes: Cost of Rejection and Managing Revenue Effectiveness**

*Jill E. Martin-Boone, Pharm.D., FASHP*

*Clinical Professor, James L. Winkle College of Pharmacy, University of Cincinnati*

## **Transplant Revenue Streams: Maximizing Revenue in a Complex Multiple Payer Market**

*Barry Marshall, MBA, FACHE*

*Director, Transplant Services, Tulane Medical Center*

Questions? Contact Christine Marshall at [cmarshall@transplantmanagement.com](mailto:cmarshall@transplantmanagement.com) or (877) 868-9170